Application No. 09/849448(Docket: DT.0104)
37 CFR 1.111 Amendment dated 02/15/2006
Reply to Office Action of 11/16/2005

AMENDMENTS TO THE ABSTRACT

Please delete the section entitled "ABSTRACT OF THE DISCLOSURE" in its entirety and substitute the following section therefor:

ABSTRACT OF THE DISCLOSURE

An optimum promotion plan for merchandising of products for sale includes a A method for providing an interface to an apparatus for optimizing a promotion plan for merchandising products, including utilizing a computer-based scenario/results processor within an optimization server to present a sequence of data entry templates to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the promotion plan according to modeled market demand for the products and calculated demand chain costs for the products, where the calculated demand chain costs include fixed and variable costs for the products; and generating a plurality of optimization results templates and providing these templates to the user, wherein optimum promotion events and optimum supplier offers are presented. scenario/results processor that enables a user to prescribe an optimization scenario, and that presents the optimum promotion plan to the user, where the optimum promotion plan is determined by execution of the optimization scenario, and where the optimum promotion plan is determined based upon estimated product demand and calculated activity based costs. , The calculated activity based costs include fixed and variable costs for the products for sale. The scenario/results processor has an input/output processor and a scenario controller. The input/output processor acquires data corresponding to the optimization scenario from the user, and distributes optimization results to the user. The scenario controller is coupled to the input/output processor. The scenario controller controls the acquisition of the data and the distribution of the optimization results in accordance with a promotion plan optimization procedure.